

THE RELATIONSHIP BETWEEN INNOVATION AND INFORMATION TECHNOLOGY ON ORGANIZATIONAL PERFORMANCE

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INFORMATION TECHNOLOGY, AND
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By

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ABSTRACT

Organizational performance is important to the organization. This is because it will be the benchmark to the organization whether the organization achieves their vision and mission or not. In order to ensure the company stay competitive, the organizational performance can be as a determined in order to ensure that the organization could be successful in the future. Hence, the purpose of this study is to know the relationship between innovation and information technology on the organizational performance in Malaysian Public Listed Companies. A cross-sectional study was chosen for this study. There are two objectives in this study, first is to evaluate the relationship between innovation with organizational performance in Malaysian Public Listed Companies. Second is to examine the relationship between information technology and organizational performance in Malaysian Public Listed Companies. Data were gathered through the online questionnaire survey of organizations (n=31). A total of 214 questionnaires were distributed to the Malaysian public listed companies by email and only 31 questionnaires were returned for analysis. The data has been analysed by using *Statistic Package for Social Sciences (SPSS)*. Regression results have shown the innovation has no relationship with the organizational performance. Meanwhile, the results indicated that information technology has a significant and positive relationship with organizational performance. The implications of this study is the organization need to use information technology in order to enhance the organizational performance of the company. Besides that, information technology is the important tool to make the work become more effective and at the same time, the company can stay competitive in the market.

Keywords: Innovation, Information Technology, Organizational Performance, Malaysian Public Listed Companies.

ABSTRAK

Prestasi organisasi adalah penting kepada organisasi. Ini kerana ia akan menjadi penanda aras kepada organisasi sama ada organisasi mencapai visi dan misi mereka atau tidak. Dalam usaha untuk memastikan syarikat kekal berdaya saing, prestasi organisasi menjadi penentu dalam usaha memastikan organisasi berjaya pada masa hadapan. Oleh itu, tujuan kajian ini adalah untuk mengetahui hubungan antara inovasi dan teknologi maklumat kepada prestasi organisasi dalam Syarikat Tersenarai Awam Malaysia.

Satu kajian keratan rentas telah dipilih untuk kajian ini. Terdapat dua objektif dalam kajian ini, pertama adalah untuk menilai hubungan antara inovasi dengan prestasi organisasi dalam Syarikat Tersenarai Awam Malaysia. Kedua adalah untuk mengkaji hubungan antara teknologi maklumat dan prestasi organisasi dalam Syarikat Tersenarai Awam Malaysia. Data dikumpulkan melalui soal selidik organisasi dalam talian ($n = 31$). Sebanyak 214 soal selidik telah diedarkan kepada syarikat-syarikat tersenarai awam Malaysia melalui e-mel dan hanya 31 soal selidik telah dikembalikan untuk dianalisis. Data telah dianalisis dengan menggunakan *Pakej Statistik Untuk Sains Sosial (SPSS)*. Keputusan regresi menunjukkan inovasi tidak mempunyai hubungan dengan prestasi organisasi. Sementara itu, keputusan menunjukkan bahawa teknologi maklumat mempunyai hubungan yang signifikan dan positif dengan prestasi organisasi.

Implikasi bagi kajian ini adalah penting terhadap keperluan organisasi untuk menggunakan teknologi maklumat supaya meningkatkan prestasi organisasi syarikat. Selain itu, teknologi maklumat adalah alat yang penting untuk membuat kerja-kerja menjadi lebih berkesan dan pada masa yang sama syarikat dapat kekal berdaya saing dalam pasaran.

Kata Kunci: Inovasi, Teknologi Maklumat, Prestasi Organisasi, Syarikat Tersenarai Awam Malaysia.

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LIST OF ABBREVIATIONS

PLCs	Public Listed Companies
IV	Independent Variable
DV	Dependent Variable
SPSS	Statistical Package of Social Science
RBV	Resource Based View
OP	Organizational Performance
IT	Information Technology
INN	Innovation
M	Mean
SD	Standard Deviation
KMO	Kaiser-Mayer Olkin



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CHAPTER ONE

INTRODUCTION

1.0 Introduction

In the fast forward challenging economy nowadays, many aspects should be considered in order to ensure the company stays alive in the market. Aspect of the organizational performance (OP) is one of the important things. Hence, this research has come out with data and input that explains about the relationship between innovation and information technology on organizational performance in Malaysian public listed companies (PLCs). Based on that, the purpose of this chapter is to provide some basic information regarding this study. This chapter starts with the discussion by providing some background information surrounding the issue. After that, the problems that lead to the need for the present study are presented, followed by the research questions, the research objectives and the significance of the study. Eventually, the definitions of the variables are detailed out.

1.1 Background of the study

In the new era today, organizational performance is very important to ensure whether or not the organization would be successful. Organizational performance is also important in terms of knowing whether the organization has achieved its mission and vision of the company. The organization that has poor organizational performance might be having

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